

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Bruce Eisen et al.

Assignee: User Trends, Inc.

Title: Electronically Distributing Promotional And Advertising Material
Based Upon Consumer Internet Usage

Serial No.: 09/379,167

Filing Date: 08/23/99

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Examiner: John L. Young

Group Art Unit: 2162

GROUP 3600

Docket No.: M-7729 US

Newport Beach, California

AFTER FINAL AMENDMENTS

June 7, 2002

Box NON-FEE AMENDMENT
COMMISSIONER FOR PATENTS
Washington, D. C. 20231**RESPONSE TO OFFICE ACTION**

Dear Sir:

Pursuant to 37 CFR § 1.121, in response to the Office Action mailed on May 16, 2002, and in compliance with Examiner's suggestion, appropriate corrections are made to improperly amended claims 3, 4, 6, 10, 11, 13, 26, 27, 31, 32, and 34 by way of the following amendments, entry of which are requested in order to put the claims in better condition for review.

Attachment A provides marked up versions of the claims containing the corrections, which may be substituted with Attachment A provided in the last response, dated February 14, 2002.

The following is a clean version of the entire set of claims 1-56, which will be pending by the virtue of this amendment.

1. (Amended) A method for electronically profiling consumer interests, the method comprising:

embedding a unique identifier within a web site address, the unique identifier uniquely